



## Customer Recency

How often do your customers come to visit your business

Avg time between visits

3 days

01 Jan,2013 - 31 Dec,2013

## Time between Visits

Visits in 2 months

1,200, 000

Total

50,000

New

60,000

Member

Percent returned in 2 months

27%

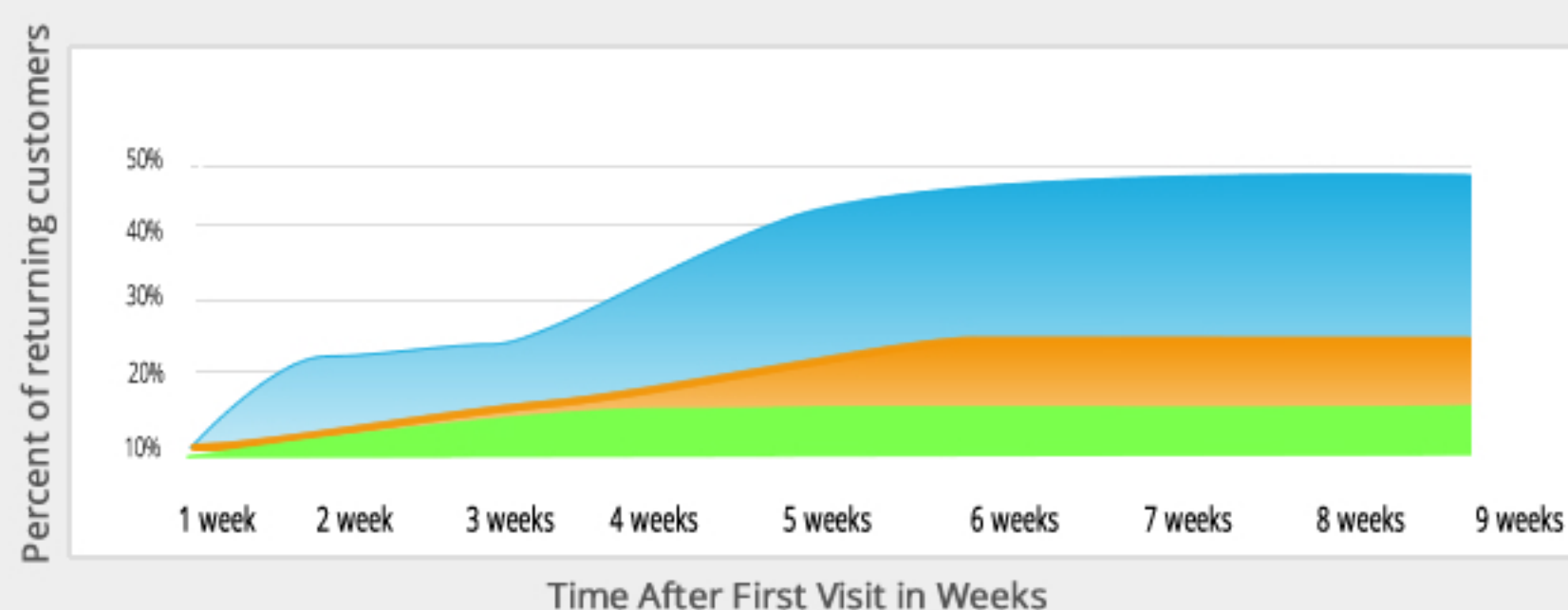
Total

20%

New

50%

Members



Select Location(s)

Filter

☐ % of Returning Members  
☐ % of New Customers  
☐ % Total, i know these dont make sense

## Are customers coming back?

Your customer revisit rate is

**ABOVE AVERAGE**

compared to industry standards and other Wavespot customers.

You are currently in the **top 20th percentile** for coffee shops. To attract customers more frequently we suggest launching:

A Holiday Email Campaign



With a 20% off coupon

to achieve a 10% increase in returning members over the course of the next two months.